

EXHIBIT A

We are contacting you because you are a registered user of RealSelf.

For a brief period over the holiday weekend, an unauthorized party gained access to some consumer data from our servers. We are taking this very seriously and apologize for any inconvenience this may cause during the holiday season.

As part of this incident, it is possible that personal information may have been compromised. Here's what you should know:

- This information may include your username, email address and a securely hashed version of your password. We never store passwords in plain text.
- It **DID NOT INCLUDE** credit card data or any other personal banking information, which we do not store.

As a precaution, please reset your password: <https://www.realself.com/user/forgotPassword>

If your RealSelf password is the same as your password on other sites, experts recommend you also change those passwords as well.

Security for our community members is one of our highest priorities, and we've implemented additional security measures to help prevent this from happening in the future.

Please note that RealSelf never asks you directly for personal information via email. We will always direct you to RealSelf.com and require you to login before making any updates to your account. As always, we recommend you exercise caution when responding to requests for personal information online. If you receive an email claiming to be from RealSelf requesting personal information, or directing you to a different website that asks for that information, please disregard it.

For any questions, please reach out to contactus@realself.com. As we learn more about what questions our community members have, we'll be posting further updates here.

I would like to personally apologize again for anything we did to risk the trust we've built over our

nine year history. We promise that we will do everything in our power to continue to bring you the information you need when it comes to achieving your best self.

Thank you for being part of RealSelf.

Sincerely,

Tom Seery, Founder and CEO

We are contacting you because you were previously a registered user of RealSelf.

For a brief period on December 25th, we were targeted by an unauthorized party who gained access to some consumer data from our servers. We are taking this very seriously and apologize for any inconvenience this may cause during the holiday season.

As part of this incident, it is possible that personal information may have been compromised. Here's what you should know:

- This information may include your username, email address and a securely hashed version of your password. We never store passwords in plain text.
- The breach **DID NOT INCLUDE** credit card data or any other personal banking information.

Security for our community members is one of our highest priorities, and we've implemented additional security measures to help prevent this from happening in the future.

Please note that RealSelf will never ask you directly for personal information via email. We will always direct you to the RealSelf website and require you to login before making any updates to your account. Please disregard any emails claiming to be from RealSelf that request such information or direct you to a different website that asks for that information.

For any questions, please reach out to contactus@realself.com.

I would like to personally apologize again for anything we did to risk the trust we've built during our nine year history. We promise that we will do everything in our power to continue to bring you the information you need when it comes to achieving your best self.

Thank you for being part of RealSelf.

Sincerely,
Tom Seery, Founder and CEO

We value and honor your privacy, which is why we are contacting you to provide you with an update to our December 27, 2015 email regarding a security incident at RealSelf. **This is not notice of a second incident.** To the contrary, we are writing to advise you that our investigation is complete, and we have no reason to believe that your information was taken for the purposes of committing identify theft or fraud.

As we previously told you, for a brief period over the Christmas holiday weekend, an unauthorized party gained access to some consumer data from our servers.

As part of this incident, it is possible that personal information may have been compromised. Here's what you should know:

- This information may include your username, email address and a hashed version of your password. We never store passwords in plain text, but it is possible that someone could expose your password. We have no reason to believe that this occurred, but you should still take steps to change your password.
- It **DID NOT INCLUDE** credit card data or any other personal banking information, which we do not store.

As you know, you received an email from RealSelf on or about December 27, 2015, asking you to create a new password. If you have not already done so, please create your new password here: <https://www.realself.com/user/forgotPassword>.

If your RealSelf user name or password is the same as your user name or password on other sites, experts recommend you also change those user names and/or passwords as well.

Security for our community members is one of our highest priorities, and we've implemented additional security measures to help prevent this from happening in the future.

Please note that RealSelf never asks you directly for personal information via email. We will always direct you to RealSelf.com and require you to login before making any updates to your account. As always, we recommend you exercise caution when responding to requests for personal information online. If you receive an email claiming to be from RealSelf requesting

personal information, or directing you to a different website that asks for that information, please disregard it.

For any questions, please reach out to contactus@realself.com. You can review any additional updates [here](#).

Sincerely,
The RealSelf Team